

IPA Digital Media Owners Survey Autumn 2024

Methodology and Survey Response

- Fieldwork for the survey was undertaken between 13th September and 1st November 2024
- Digital planners, strategists and buyers in media agencies and digital specialists were invited to take part in the online survey by email.
- Respondents were selected by an intermediary within selected agencies according to their perceived knowledge of the sector 237 responses were received from individuals having a working relationship with Digital Media Owners
- Respondents were first asked to indicate which of media owners they had a trading relationship with. They were then asked to rate only those owners against a set of image attributes on a 7-point scale from strongly agree to strongly disagree.
- In the analysis that follows Don't know and Not applicable responses have been removed so that a fair comparison between media owners can be made.



Digital Media Owners covered by Autumn 2024 Survey

Acast Hearst Reddit Amazon ITV Sky Blis l inkedIn Snap / Snapchat Channel 4/ All4 Mail Metro Media Spotify Facebook / Meta Teads MIQ The Sun/Times/Sunday Times Future Publishing Mobsta (NewsUK) Global Pinterest TikTok Google (Inc YouTube) Quantcast Twitter / X GumGum Reach PLC



Main Findings



Main Findings

- In the Autumn 2024 Digital Media Owners Survey Mobsta leads the overall "Grand Prix" relationship ranking in the Autumn 2024 Digital Media Owners Survey with a top-two box score of 92.3%, taking the leadership from Reddit
- Five other media owners, Reddit (90.9%), Blis (87.5%), Mail Metro Media (86.2%), Pinterest (85.9%), and MiQ (85.0%) have a top two box score for the overall "Grand Prix' of 85% or more. Four other media owners (GumGum (82.8%), Quantcast (81.8%), Acast (81.6%) and Future Publishing (81.3%) have a top two box score of 80% or more
- All other media owners apart from Google (incl YouTube) (40.2%) have a Grand Prix" score of 50% or more.
- By sector Mobsta continues to lead the overall "Grand Prix" for Ad Networks/Exchanges, DSP and Sales Houses while Mail Metro Media continues to lead the rankings for Crossover Media Owners, and Reddit the ranking for Online Pure Plays.



Main Findings

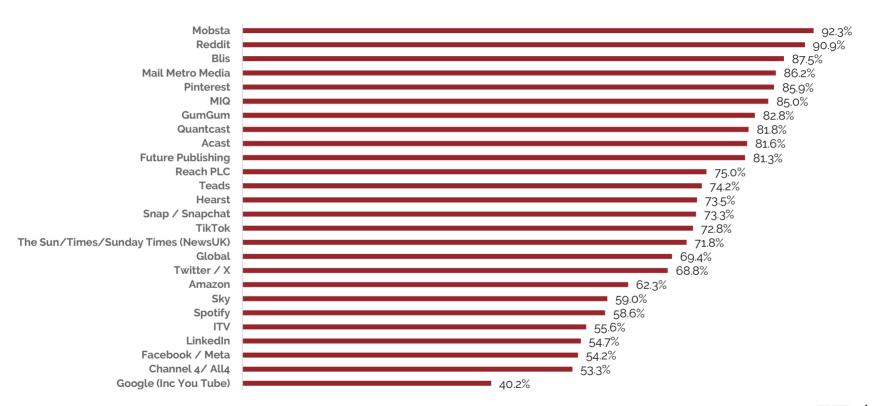
- In addition to leading the overall "Grand Prix" ranking Mobsta leads four other variable rankings (Understanding of client strategies & objectives, Quality of response to brief, Understanding of own products and Ease of sale force contact)
- Mail Metro Media leads five categories (Regularity of contact, Agency / Media Owner partnership, Understanding the context I operate in and how best to support me in achieving my objectives, Understanding of how cross-over media opportunities can be exploited and Successful communication of the direct client contact)
- GumGum leads two rankings (Professionalism in dispute resolution and Communication of new opportunities, while Blis leads the Provision of innovative and creative solutions
- Global are the most broadly improved media owner since the Spring 2024 survey having improved their scores by 10 percentage points or more across eight individual rankings, while Mail Metro Media improved by the same margin across seven rankings and Mobsta across five rankings
- At the other extreme Sky saw a decline of 10 percentage points or more across six rankings, while LinkedIn saw a similar decline across four rankings



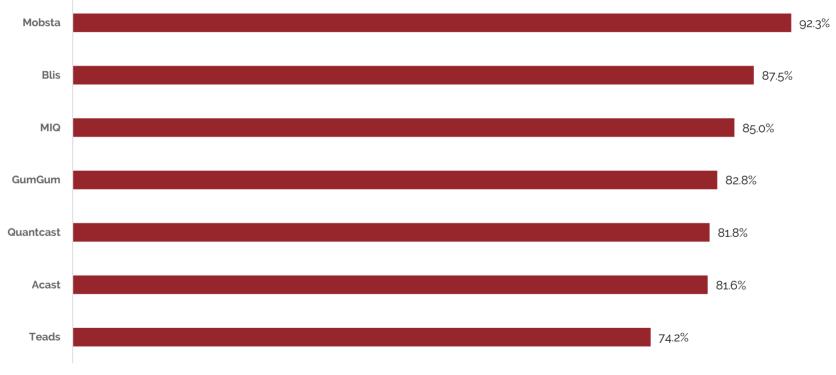
Rankings by Variable



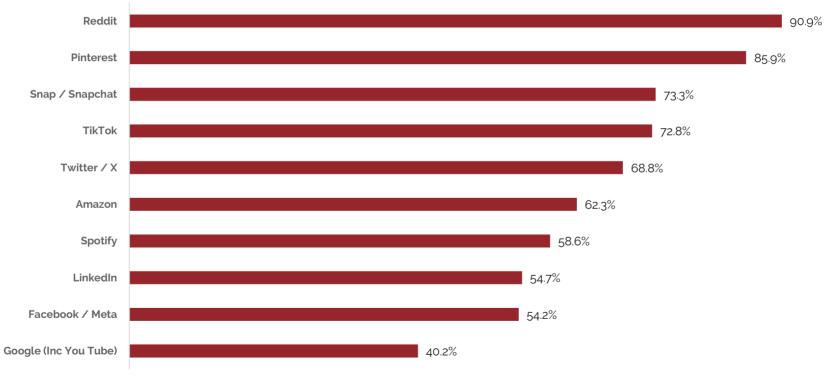
My overall experience of dealing with this supplier is a good one Autumn 2024



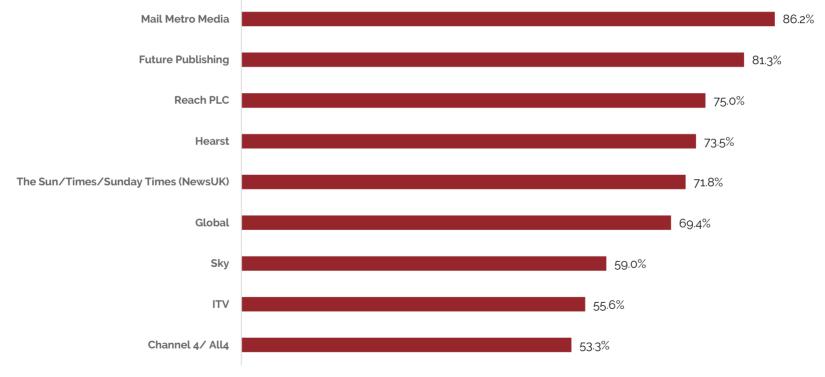
My overall experience of dealing with this supplier is a good one Ad Networks/Exchanges, DSP and Sales Houses - Autumn 2024



My overall experience of dealing with this supplier is a good one Online Pure Plays - Autumn 2024



My overall experience of dealing with this supplier is a good one Cross-over media owners - Autumn 2024



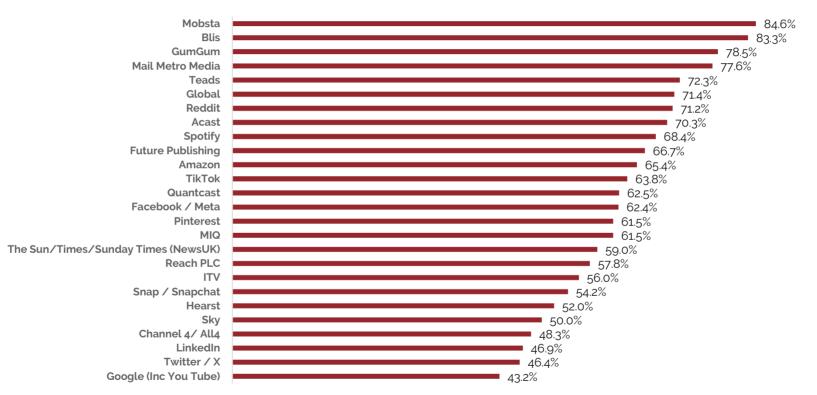


My overall experience of dealing with this supplier is a good one Autumn 2024 vs Spring 2024

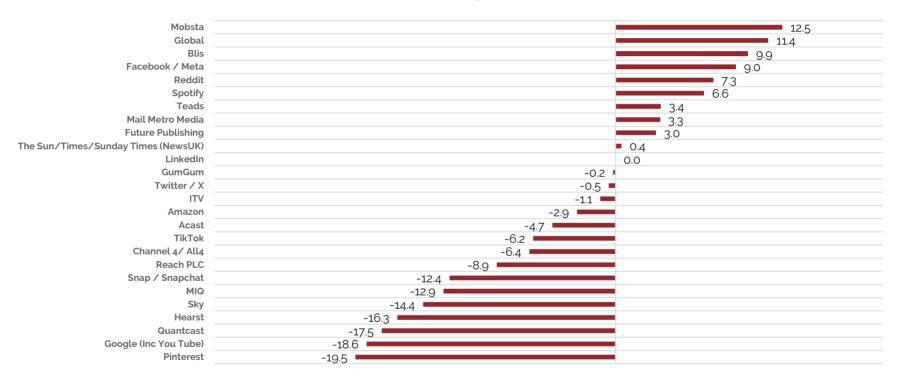
Future Publishing		21.3
Hearst		15.1
Twitter / X		14.6
MIQ		10.6
Reach PLC		10.4
Mail Metro Media		10.1
Facebook / Meta		9.6
Quantcast		7.8
The Sun/Times/Sunday Times (NewsUK)		7.5
Mobsta		7.3
Global		7.1
Blis		6.3
Reddit		4.9
Teads		4.4
TikTok		4.2
Amazon		2.3
Pinterest		• 0.9
Google (Inc You Tube)		• 0.7
GumGum		0.2
Spotify	-1.4	
Acast	-2.1	
LinkedIn	-3.6	
Snap / Snapchat	-3.9	
ITV	-5.6	
Channel 4/ All4	-6.7	
Sky	-8.3	



The sales team understand my client strategies & objectives Autumn 2024

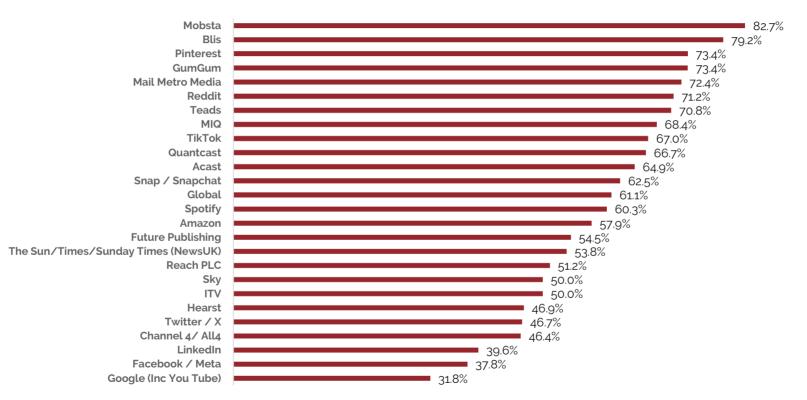


The sales team understand my client strategies & objectives Autumn 2024 vs Spring 2024



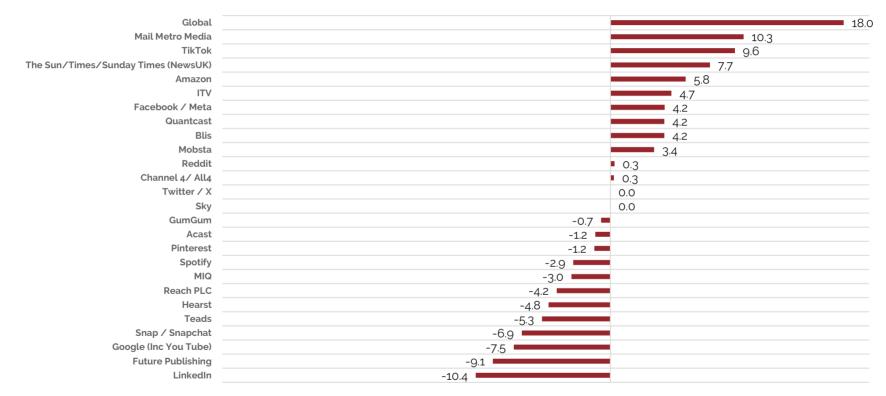


The quality of responses to brief are high Autumn 2024



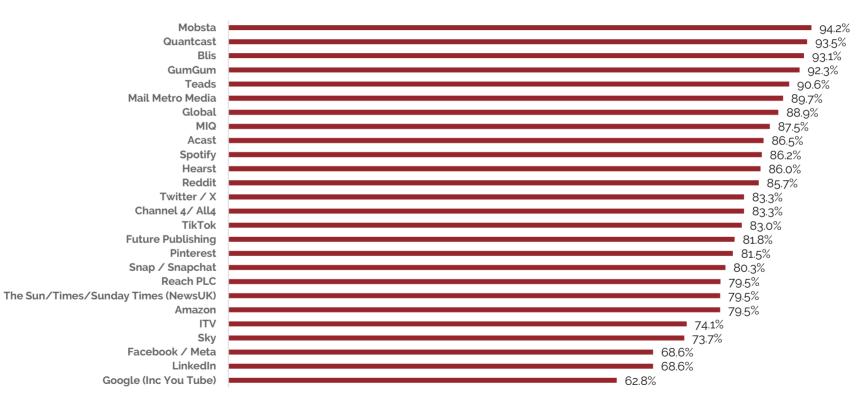


The quality of responses to brief are high Autumn 2024 vs Spring 2024





The sales team demonstrates an excellent understanding of their own products – Autumn 2024



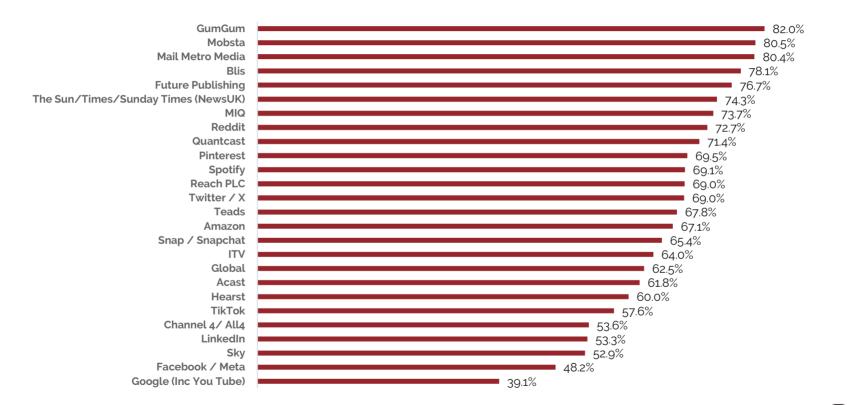


The sales team demonstrates an excellent understanding of their own products – Autumn 2024 vs Spring 2024

	% points change	
Channel 4/ All4		20.4
Global		15.0
Teads		8.2
Amazon		7.4
TikTok		6.7
The Sun/Times/Sunday Times (NewsUK)		6.3
Facebook / Meta		6.1
Quantcast		5.5
ITV		5.0
Twitter / X		4.6
Sky		3.0
Hearst		2.7
GumGum		2.2
Blis		1.9
Spotify		1.8
Mail Metro Media		1.6
Mobsta		• 0.9
Reach PLC	0.0	
Acast	-0.8 🗖	
MIQ	-0.9 💻	
Snap / Snapchat	-1.2 💻	
Google (Inc You Tube)	-2.2	
Future Publishing	-4.5	
Reddit	-6.0	
Pinterest	-6.1	
LinkedIn	-7.8	

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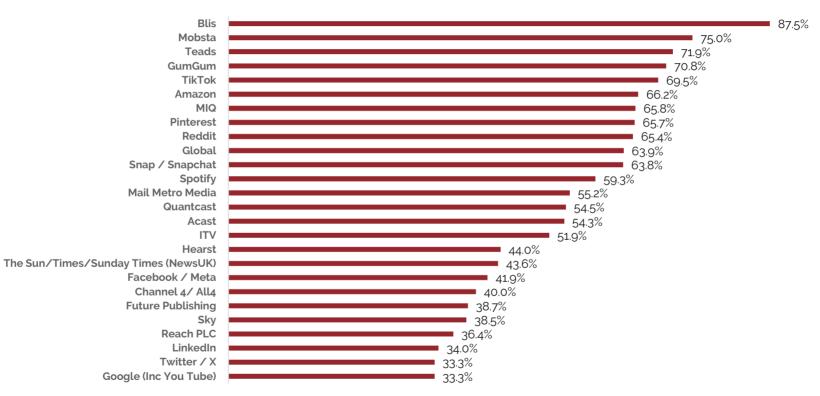
The sales team are professional in dealing with dispute resolution Autumn 2024



The sales team are professional in dealing with dispute resolution Autumn 2024 vs Spring 2024

The Sun/Times/Sunday Times (NewsUK)										
Spotify									13.8	
Mail Metro Media									12.6	
Mobsta									12.0	
Future Publishing									11.7	
Twitter / X	10.8									
Reach PLC								10.	5	
GumGum							-	9.1		
ITV						1 .	3			
Amazon	-0.3 •									
Global		-0.4								
Facebook / Meta		-1.8								
MIQ	-1.9									
TikTok	-3.1									
Google (Inc You Tube)	-3.4									
Channel 4/ All4	-3.9									
Hearst	-4.3									
Blis	-4.7									
Reddit	-5.1									
LinkedIn	-5.4									
Snap / Snapchat	-5.8									
Pinterest	-7.1									
Teads	-7.2									
Sky			-11.8	3						
Acast			-14.8							
Quantcast			-15.2							
			. –		_		_		. –	
-30	-25	-20	-15	-10	-5	0	5	10	15	20

The media owner delivers innovative, creative solutions Autumn 2024



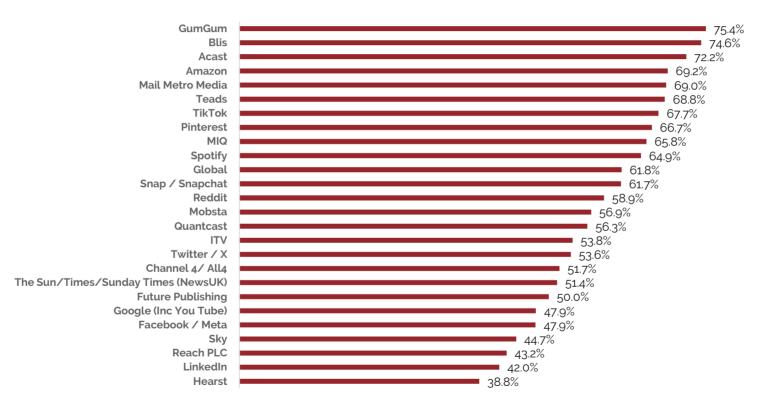


The media owner delivers innovative, creative solutions Autumn 2024 vs Spring 2024

Global 19.0 Mobsta 14.3 12.8 Blis 4.6 The Sun/Times/Sunday Times (NewsUK) 3.6 ITV Spotify 1.5 Mail Metro Media 1.4 Amazon **1**.2 Reach PLC 0.9 -0.7 💻 Teads Facebook / Meta -0.9 💻 Reddit -1.3 💻 MIQ -1.7 TikTok -2.1 Acast -2.9 LinkedIn -4.8 Snap / Snapchat -5.4 Hearst -6.0 Quantcast -7.5 Twitter / X -8.3 Google (Inc You Tube) -10.1 GumGum -11.0 Future Publishing -11.3 Pinterest -16.6 Channel 4/ All4 -19.6 Sky -20.9



The sales team pro-actively communicate relevant new opportunities Spring 2024



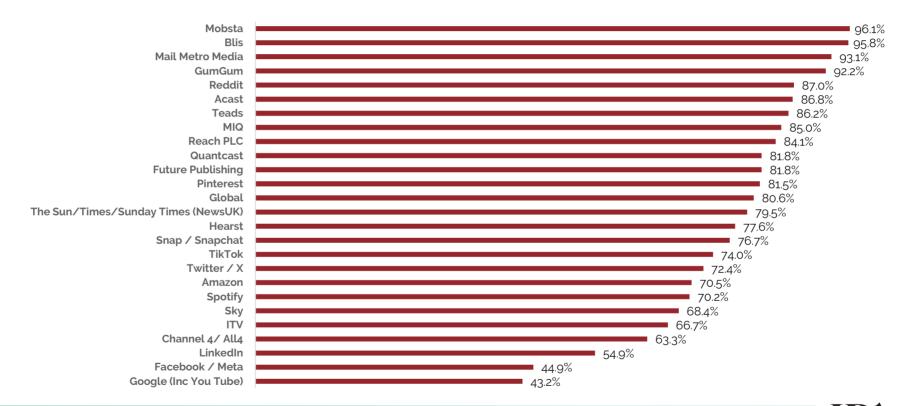


The sales team pro-actively communicate relevant new opportunities Autumn 2024 vs Spring 2024

18.5 Acast Global 14.7 Amazon 12.8 Blis 10.1 8.1 Spotify The Sun/Times/Sunday Times (NewsUK) 7.8 Facebook / Meta 7.3 GumGum 6.8 6.3 Mail Metro Media 6.2 Reach PLC Teads 4.9 MIQ 3.0 Future Publishing 2.3 ITV 2.1 Hearst 1.5 TikTok 1.4 Mobsta **—** 1.1 Twitter / X 0.5 Quantcast -0.9 💻 Channel 4/ All4 -2.1 Google (Inc You Tube) -2.5 LinkedIn -4.9 Reddit -7.0 Snap / Snapchat Pinterest -9.3 Sky -11.2



It's easy to contact the sales team Autumn 2024

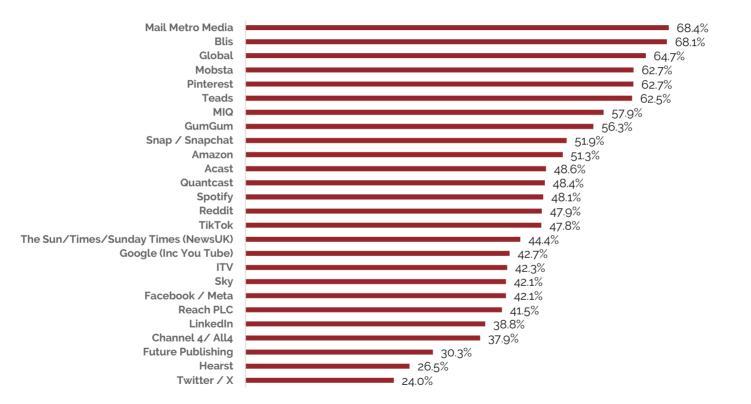


It's easy to contact the sales team Autumn 2024 vs Spring 2024

Global 19.1 Twitter / X 17.3 The Sun/Times/Sunday Times (NewsUK) 8.8 8.7 Acast Sky 5.7 Channel 4/ All4 4.8 Reach PLC 4.5 Spotify 3.5 Amazon 2.2 Blis 2.2 GumGum 2.1 Facebook / Meta 2.1 Mobsta **—** 1.1 Teads **1**.0 ITV 0.6 Mail Metro Media 0.6 Hearst 0.0 Reddit -1.0 💻 Pinterest -2.4 TikTok -2.7 Snap / Snapchat -6.4 Google (Inc You Tube) -6.4 Future Publishing -6.8 MIQ -8.0 Quantcast -10.2 LinkedIn -10.4



I have regular constructive face-to-face or telephone contact with the sales team - Autumn 2024

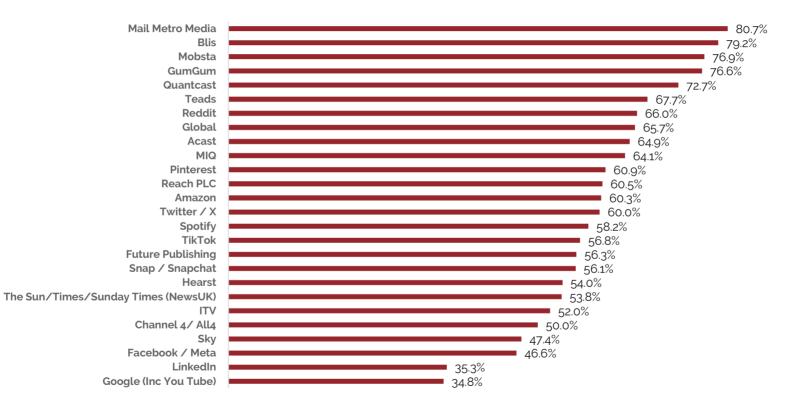


I have regular constructive face-to-face or telephone contact with the sales team – Autumn 2024 vs Spring 2024

Global	27.0
Acast	22.6
Mail Metro Media	19.2
Mobsta	11.1
Amazon	10.3
Spotify	10.2
Blis	8.9
Reach PLC	7.4
ITV	5.9
Channel 4/ All4	— 1.4
Pinterest	— 1.4
The Sun/Times/Sunday Times (NewsUK)	0 .9
Teads	• 0.5
Google (Inc You Tube)	0.1
GumGum	-0.4
Future Publishing	-1.4
Facebook / Meta	-3.4
LinkedIn	-3.4
Snap / Snapchat	-3.6
TikTok	-3.7
Quantcast	-5.6
Reddit	-7.9
Hearst	-9.2
MIQ	-10.4
Sky	-11.3
Twitter / X	-11.7

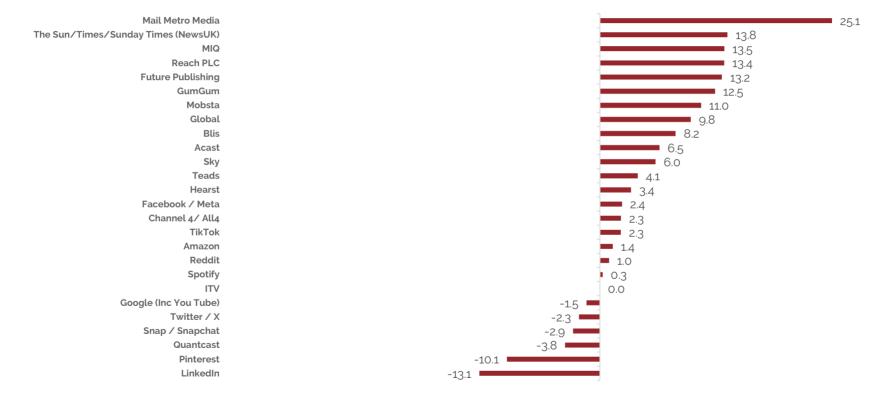


The sales team engenders a real sense of an agency/media owner partnership - Autumn 2024



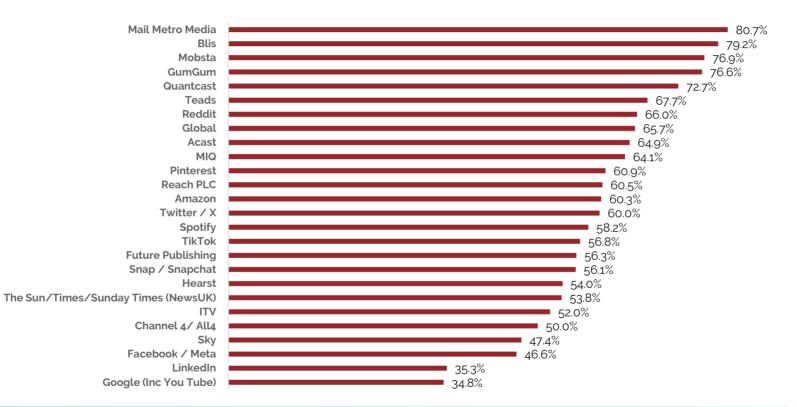


The sales team engenders a real sense of an agency/media owner partnership - Autumn 2024 vs Spring 2024





The sales team understand the context I operate in and how best to support me in achieving my objectives – Autumn 2024



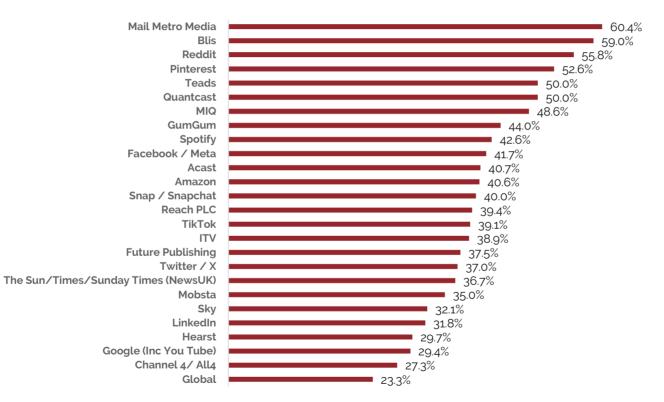


The sales team understand the context I operate in and how best to support me in achieving my objectives - Autumn 2024 vs Spring 2024

Mail Metro Media		21.6
Channel 4/ All4		12.7
Global		11.3
Reach PLC		9.4
Twitter / X		6.7
Blis		5.7
ITV		5.6
Mobsta		4.8
GumGum		2.9
The Sun/Times/Sunday Times (NewsUK)		2.6
Facebook / Meta		2.4
Quantcast		0.7
Amazon		0.3
Acast		0.1
Future Publishing	-0.6 🗖	
TikTok	-1.3 💻	
Teads	-5.1	
Sky	-6.1	
Spotify	-6.2	
Google (Inc You Tube)	-6.9	
MIQ	-9.1	
Reddit	-11.2	
Hearst	-12.1	
LinkedIn	-12.6	
Snap / Snapchat	-12.7	
Pinterest	-14.7	



The media owner successfully communicates direct contact they have with clients - Autumn 2024



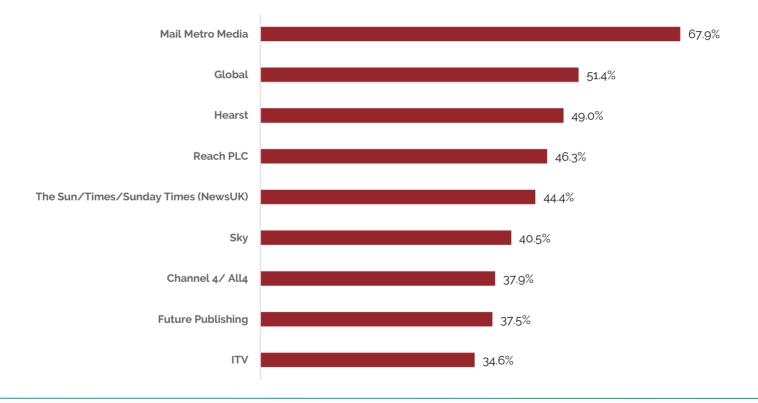


The media owner successfully communicates direct contact they have with clients - Autumn 2024 vs Spring 2024

Mail Metro Media 17.0 Acast 9.2 Facebook / Meta 7.7 Quantcast 7.5 Spotify 5.2 MIQ 4.5 ITV 4.0 Reddit 3.3 TikTok 1.7 Pinterest 1.2 Sky 0.3 LinkedIn 0.1 Blis -1.9 Amazon -2.8 Google (Inc You Tube) -4.5 GumGum -4.5 Snap / Snapchat -4.6 Hearst -7.8 **Reach PLC** -9.0 Teads -9.3 Mobsta -10.2 Twitter / X -10.3 Channel 4/ All4 -10.6 **Future Publishing** -12.5 The Sun/Times/Sunday Times (NewsUK) -13.3 Global -17.1

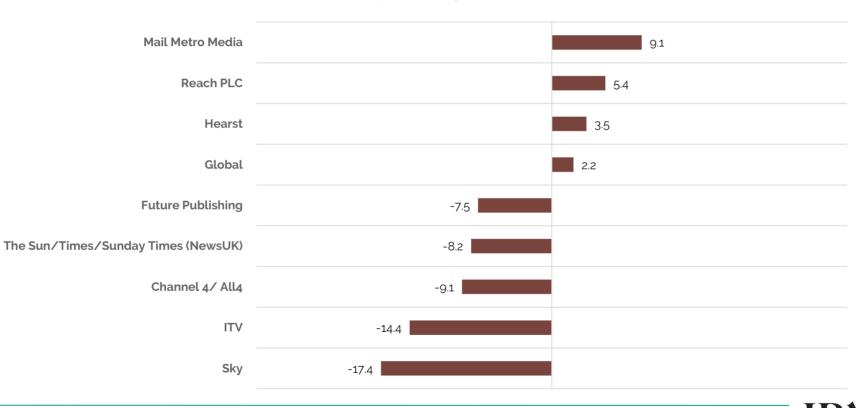


The media owner demonstrates a good understanding of how crossmedia opportunities can be exploited – Autumn 2024





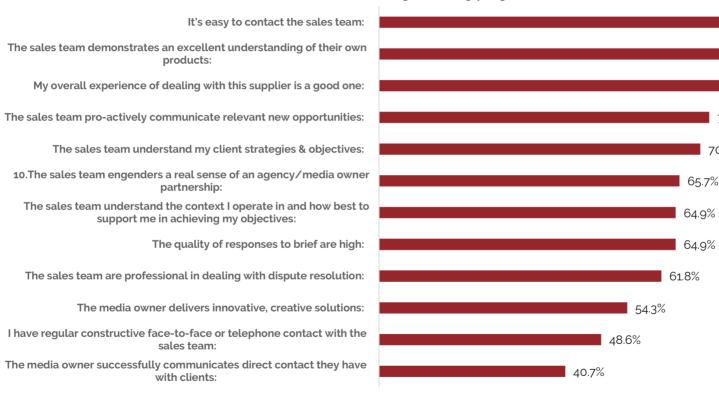
The media owner demonstrates a good understanding of how crossmedia opportunities can be exploited - Autumn 2024 vs Spring 2024



Rankings by Media Owner



Acast Autumn 2024



% agree strongly/agree

86.8%

86.5%

81.6%

72.2%

70.3%

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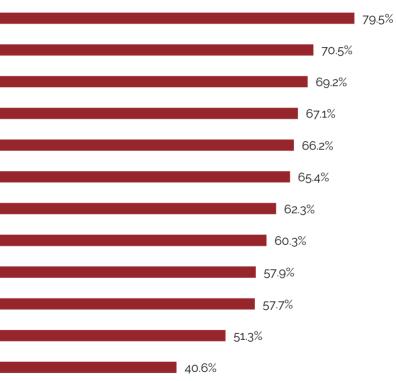
Acast Autumn 2024 vs Spring 2024

I have regular constructive face-to-face or telephone contact with the sales team:		22.6
The sales team pro-actively communicate relevant new opportunities:		18.5
The media owner successfully communicates direct contact they have with clients:		9.2
It's easy to contact the sales team:		8.7
10.The sales team engenders a real sense of an agency/media owner partnership:		6.5
The sales team understand the context I operate in and how best to support me in achieving my objectives:		0.1
The sales team demonstrates an excellent understanding of their own products:	-0.8	
The quality of responses to brief are high:	-1.2	
My overall experience of dealing with this supplier is a good one:	-2.1	
The media owner delivers innovative, creative solutions:	-2.9	
The sales team understand my client strategies & objectives:	-4.7	
The sales team are professional in dealing with dispute resolution:	-14.8	



Amazon Autumn 2024

The sales team demonstrates an excellent understanding of their own products:	
It's easy to contact the sales team:	
The sales team pro-actively communicate relevant new opportunities:	
The sales team are professional in dealing with dispute resolution:	
The media owner delivers innovative, creative solutions:	
The sales team understand my client strategies & objectives:	
My overall experience of dealing with this supplier is a good one:	
The sales team understand the context I operate in and how best to support me in achieving my objectives:	
The quality of responses to brief are high:	
10.The sales team engenders a real sense of an agency/media owner partnership:	
I have regular constructive face-to-face or telephone contact with the sales team:	
The media owner successfully communicates direct contact they have with clients:	



Amazon Autumn 2024 vs Spring 2024

The sales team pro-actively communicate relevant new opportunities:		12.8
I have regular constructive face-to-face or telephone contact with the sales team:		10.3
The sales team demonstrates an excellent understanding of their own products:		7.4
The quality of responses to brief are high:		5.8
My overall experience of dealing with this supplier is a good one:		2.3
It's easy to contact the sales team:		2.2
The sales team engenders a real sense of an agency/media owner partnership:		1.4
The media owner delivers innovative, creative solutions:		1.2
The sales team understand the context I operate in and how best to support me in achieving my objectives:		0.3
The sales team are professional in dealing with dispute resolution:	-0.3	
The media owner successfully communicates direct contact they have with clients:	-2.8	
The sales team understand my client strategies & objectives:	-2.9	

Blis Autumn 2024

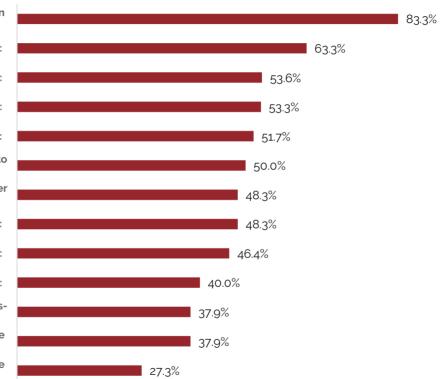


Autumn 2024 vs Spring 2024

The media owner delivers innovative, creative solutions:					12	.8
The sales team pro-actively communicate relevant new opportunities:					10.1	
The sales team understand my client strategies & objectives:					9.9	
I have regular constructive face-to-face or telephone contact with the sales team:					8.9	
The sales team engenders a real sense of an agency/media owner partnership:				3	3.2	
My overall experience of dealing with this supplier is a good one:				6.3		
The sales team understand the context I operate in and how best to support me in achieving my objectives:				5.7		
The quality of responses to brief are high:				4.2		
It's easy to contact the sales team:			2.2			
The sales team demonstrates an excellent understanding of their own products:			1.9			
The media owner successfully communicates direct contact they have with clients:		-1.9				
The sales team are professional in dealing with dispute resolution:	-4.7	7				
	10	-5	0	5	10	15

Channel 4 / All4 Autumn 2024

The sales team demonstrates an excellent understanding of their own products:	
It's easy to contact the sales team:	
The sales team are professional in dealing with dispute resolution:	
My overall experience of dealing with this supplier is a good one:	
The sales team pro-actively communicate relevant new opportunities:	
The sales team understand the context I operate in and how best to support me in achieving my objectives:	
The sales team engenders a real sense of an agency/media owner partnership:	
The sales team understand my client strategies & objectives:	
The quality of responses to brief are high:	
The media owner delivers innovative, creative solutions:	
The media owner demonstrates a good understanding of how cross- media opportunities can be exploited:	
I have regular constructive face-to-face or telephone contact with the sales team:	
The media owner successfully communicates direct contact they have with clients:	2



Channel 4 / All4 Autumn 2024 vs Spring 2024

The sales team demonstrates an excellent understanding of their own products:		20.4
The sales team understand the context I operate in and how best to support me in achieving my objectives:		12.7
It's easy to contact the sales team:		4.8
The sales team engenders a real sense of an agency/media owner partnership:		2.3
I have regular constructive face-to-face or telephone contact with the sales team:		1.4
The quality of responses to brief are high:		0.3
The sales team pro-actively communicate relevant new opportunities:	-2.1	
The sales team are professional in dealing with dispute resolution:	-3.9	
The sales team understand my client strategies & objectives:	-6.4	
My overall experience of dealing with this supplier is a good one:	-6.7	
The media owner demonstrates a good understanding of how cross-media opportunities can be exploited:	-9.1	
The media owner successfully communicates direct contact they have with clients:	-10.6	
The media owner delivers innovative, creative solutions:	-19.6	
		1



Facebook / Meta Autumn 2024

The sales team demonstrates an excellent understanding of their own products:	
The sales team understand my client strategies & objectives:	
My overall experience of dealing with this supplier is a good one:	5
The sales team are professional in dealing with dispute resolution:	48.2%
The sales team pro-actively communicate relevant new opportunities:	47.9%
The sales team understand the context I operate in and how best to support me in achieving my objectives:	46.6%
It's easy to contact the sales team:	44.9%
The sales team engenders a real sense of an agency/media owner partnership:	43.1%
I have regular constructive face-to-face or telephone contact with the sales team:	42.1%
The media owner delivers innovative, creative solutions:	41.9%
The media owner successfully communicates direct contact they have with clients:	41.7%
The quality of responses to brief are high:	37.8%

% agree strongly/agree



68.6%

62.4%

54.2%

Facebook / Meta Autumn 2024 vs Spring 2024

My overall experience of dealing with this supplier is a good one:		9.6
The sales team understand my client strategies & objectives:		9.0
The media owner successfully communicates direct contact they have with clients:		7.7
The sales team pro-actively communicate relevant new opportunities:		7.3
The sales team demonstrates an excellent understanding of their own products:		6.1
The quality of responses to brief are high:		4.2
The sales team understand the context I operate in and how best to support me in achieving my objectives:		2.4
The sales team engenders a real sense of an agency/media owner partnership:		2.4
It's easy to contact the sales team:		2.1
The media owner delivers innovative, creative solutions:	-0.9	
The sales team are professional in dealing with dispute resolution:	-1.8	
I have regular constructive face-to-face or telephone contact with the sales team:	-3.4	



Future Publishing Autumn 2024



% agree strongly/agree

81.8%

81.8%

81.3%

76.7%

67.7%

66.7%

56.3%

54.5%

50.0%

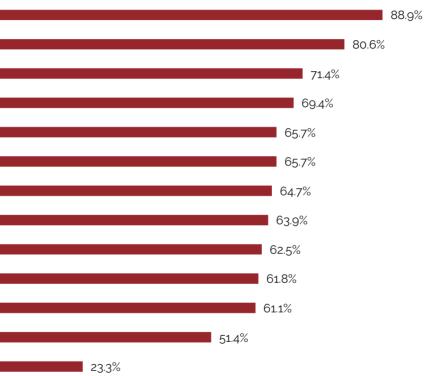
Future Publishing Autumn 2024 vs Spring 2024

My overall experience of dealing with this supplier is a good one:	21.3
The sales team engenders a real sense of an agency/media owner partnership:	13.2
The sales team are professional in dealing with dispute resolution:	11.7
The sales team understand my client strategies & objectives:	3.0
The sales team pro-actively communicate relevant new opportunities:	2.3
The sales team understand the context I operate in and how best to support me in achieving my objectives:	-0.6
I have regular constructive face-to-face or telephone contact with the sales team:	-1.4
The sales team demonstrates an excellent understanding of their own products:	-4.5
It's easy to contact the sales team:	-6.8
The media owner demonstrates a good understanding of how cross-media opportunities can be exploited:	-7.5
The quality of responses to brief are high:	-9.1
The media owner delivers innovative, creative solutions:	-11.3
The media owner successfully communicates direct contact they have with clients:	-12.5

Global Autumn 2024

The sales team demonstrates an excellent understanding of their own products:	
It's easy to contact the sales team:	
The sales team understand my client strategies & objectives:	
My overall experience of dealing with this supplier is a good one:	
The sales team understand the context I operate in and how best to support me in achieving my objectives:	
The sales team engenders a real sense of an agency/media owner partnership:	
I have regular constructive face-to-face or telephone contact with the sales team:	
The media owner delivers innovative, creative solutions:	
The sales team are professional in dealing with dispute resolution:	
The sales team pro-actively communicate relevant new opportunities:	
The quality of responses to brief are high:	
The media owner demonstrates a good understanding of how cross- media opportunities can be exploited:	
The media owner successfully communicates direct contact they have with clients:	





Global Autumn 2024 vs Spring 2024

I have regular constructive face-to-face or telephone contact with the sales team:	27.0
It's easy to contact the sales team:	19.1
The media owner delivers innovative, creative solutions:	19.0
The quality of responses to brief are high:	18.0
The sales team demonstrates an excellent understanding of their own products:	15.0
The sales team pro-actively communicate relevant new opportunities:	14.7
The sales team understand my client strategies & objectives:	11.4
The sales team understand the context I operate in and how best to support me in achieving my objectives:	11.3
The sales team engenders a real sense of an agency/media owner partnership:	9.8
My overall experience of dealing with this supplier is a good one:	7.1
The media owner demonstrates a good understanding of how cross-media opportunities can be exploited:	2.2
The sales team are professional in dealing with dispute resolution:	-0.4
The media owner successfully communicates direct contact they have with clients:	-17.1

Google (Inc. YouTube) Autumn 2024

The sales team demonstrates an excellent understanding of their own products:	62.8%
The sales team pro-actively communicate relevant new opportunities:	47.9%
It's easy to contact the sales team:	43.2%
The sales team understand my client strategies & objectives:	43.2%
I have regular constructive face-to-face or telephone contact with the sales team:	42.7%
My overall experience of dealing with this supplier is a good one:	40.2%
The sales team are professional in dealing with dispute resolution:	39.1%
The sales team engenders a real sense of an agency/media owner partnership:	38.5%
The sales team understand the context I operate in and how best to support me in achieving my objectives:	34.8%
The media owner delivers innovative, creative solutions:	33.3%
The quality of responses to brief are high:	31.8%
The media owner successfully communicates direct contact they have with clients:	29.4%



Google (Inc. YouTube) Autumn 2024 vs Spring 2024

My overall experience of dealing with this supplier is a good one:							0.7			
I have regular constructive face-to-face or telephone contact with the sales team:						(0.1			
The sales team engenders a real sense of an agency/media owner partnership:					-1.5					
The sales team demonstrates an excellent understanding of their own products:					-2.2					
The sales team pro-actively communicate relevant new opportunities:					-2.5					
The sales team are professional in dealing with dispute resolution:					-3.4					
The media owner successfully communicates direct contact they have with clients:					-4.5					
It's easy to contact the sales team:				-6.4						
The sales team understand the context I operate in and how best to support me in achieving my objectives:				-6.9						
The quality of responses to brief are high:				-7.5						
The media owner delivers innovative, creative solutions:			-1	.0.1						
The sales team understand my client strategies & objectives:	-1	18.6								
-2	25	-20	-15	-10	-5	0	5	10	15	20

GumGum Autumn 2024

The sales team demonstrates an excellent understanding of their own products:	
It's easy to contact the sales team:	
The sales team engenders a real sense of an agency/media owner partnership:	
My overall experience of dealing with this supplier is a good one:	
The sales team are professional in dealing with dispute resolution:	
The sales team understand my client strategies & objectives:	
The sales team understand the context I operate in and how best to support me in achieving my objectives:	
The sales team pro-actively communicate relevant new opportunities:	
The quality of responses to brief are high:	
The media owner delivers innovative, creative solutions:	
I have regular constructive face-to-face or telephone contact with the sales team:	56.3%
The media owner successfully communicates direct contact they have with clients:	44.0%

% agree strongly/agree



92.3%

92.2%

84.4%

82.8%

82.0%

78.5%

76.6%

75.4%

73.4%

70.8%

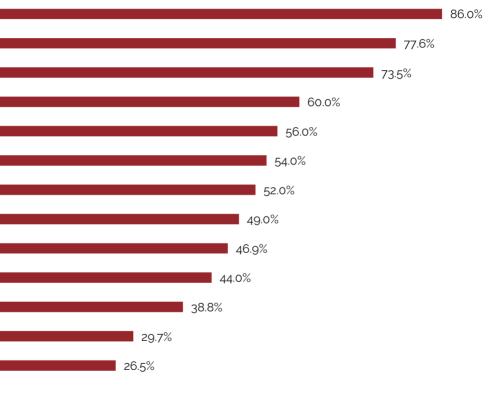
GumGum Autumn 2024 vs Spring 2024

The sales team engenders a real sense of an agency/media owner partnership:		12.5
The sales team are professional in dealing with dispute resolution:		9.1
The sales team pro-actively communicate relevant new opportunities:		6.8
The sales team understand the context I operate in and how best to support me in achieving my objectives:		2.9
The sales team demonstrates an excellent understanding of their own products:		2.2
It's easy to contact the sales team:		2.1
My overall experience of dealing with this supplier is a good one:		0.2
The sales team understand my client strategies & objectives:	-0.2	
I have regular constructive face-to-face or telephone contact with the sales team:	-0.4	
The quality of responses to brief are high:	-0.7	
The media owner successfully communicates direct contact they have with clients:	-4.5	
The media owner delivers innovative, creative solutions:	-11.0	



Hearst Autumn 2024

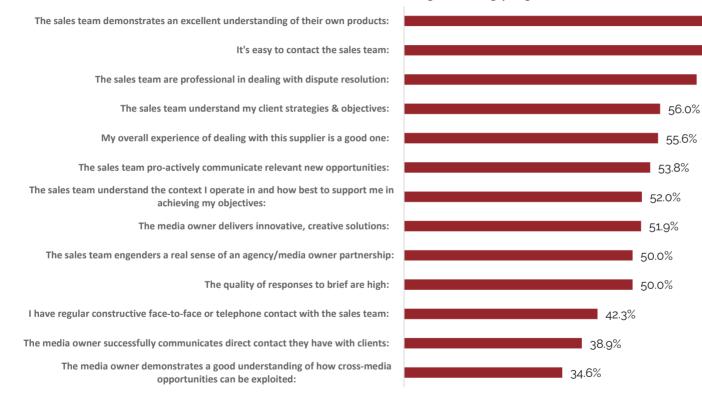




Hearst Autumn 2024 vs Spring 2024

	15.1
	3.5
	3.4
	2.7
	1 .5
0.0	
-4.3	
-4.8	
-6.0	
-7.8	
-9.2	
-12.1	
-16.3	
	-4.3 -4.8 -6.0 -7.8 -9.2 -12.1

ITV Autumn 2024



% agree strongly/agree



74.1%

66.7%

64.0%

Autumn 2024 vs Spring 2024

I have regular constructive face-to-face or telephone contact with the sales team:		5.9
The sales team understand the context I operate in and how best to support me in achieving my objectives:		5.6
The sales team demonstrates an excellent understanding of their own products:		5.0
The quality of responses to brief are high:		4.7
The media owner successfully communicates direct contact they have with clients:		4.0
The media owner delivers innovative, creative solutions:		3.6
The sales team pro-actively communicate relevant new opportunities:		2.1
The sales team are professional in dealing with dispute resolution:		1.3
It's easy to contact the sales team:		0.6
The sales team engenders a real sense of an agency/media owner partnership:		0.0
The sales team understand my client strategies & objectives:	-1.1	
My overall experience of dealing with this supplier is a good one:	-5.6	1
The media owner demonstrates a good understanding of how cross-media opportunities can be exploited:	-14.4	



LinkedIn Autumn 2024

The sales team demonstrates an excellent understanding of their own products:	
It's easy to contact the sales team:	
My overall experience of dealing with this supplier is a good one:	
The sales team are professional in dealing with dispute resolution:	
The sales team understand my client strategies & objectives:	4
The sales team pro-actively communicate relevant new opportunities:	42.0%
The quality of responses to brief are high:	39.6%
The sales team engenders a real sense of an agency/media owner partnership:	39.2%
I have regular constructive face-to-face or telephone contact with the sales team:	38.8%
The sales team understand the context I operate in and how best to support me in achieving my objectives:	35.3%
The media owner delivers innovative, creative solutions:	34.0%
The media owner successfully communicates direct contact they have with clients:	31.8%



68.6%

54.9%

54.7%

53.3%

46.9%

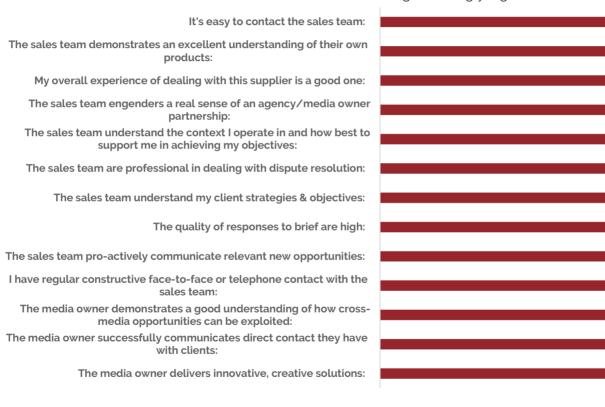
42.0%

LinkedIn Autumn 2024 vs Spring 2024

The media owner successfully communicates direct contact they have with clients:		0.1
The sales team understand my client strategies & objectives:		0.0
I have regular constructive face-to-face or telephone contact with the sales team:	-3.4	
My overall experience of dealing with this supplier is a good one:	-3.6	
The media owner delivers innovative, creative solutions:	-4.8	
The sales team pro-actively communicate relevant new opportunities:	-4.9	
The sales team are professional in dealing with dispute resolution:	-5.4	
The sales team demonstrates an excellent understanding of their own products:	-7.8	
It's easy to contact the sales team:	-10.4	
The quality of responses to brief are high:	-10.4	
The sales team understand the context I operate in and how best to support me in achieving my objectives:	-12.6	
The sales team engenders a real sense of an agency/media owner partnership:	-13.1	



Mail Metro Media Autumn 2024



% agree strongly/agree

93.1%

89.7%

86.2%

85.7%

80.7%

80.4%

77.6%

72.4%

69.0%

68.4%

67.9%

60.4%

55.2%

Mail Metro Media Autumn 2024 vs Spring 2024

I have regular constructive face-to-face or telephone contact with the sales team:	25.1
The sales team engenders a real sense of an agency/media owner partnership:	21.6
It's easy to contact the sales team:	19.2
The sales team understand the context I operate in and how best to support me in achieving my objectives:	17.0
The sales team demonstrates an excellent understanding of their own products:	12.6
The sales team understand my client strategies & objectives:	10.3
The media owner demonstrates a good understanding of how cross-media opportunities can be exploited:	10.1
The media owner successfully communicates direct contact they have with clients:	9.1
My overall experience of dealing with this supplier is a good one:	7.0
The media owner delivers innovative, creative solutions:	6.3
The quality of responses to brief are high:	1.6
The sales team are professional in dealing with dispute resolution:	1.4
The sales team pro-actively communicate relevant new opportunities:	0.6



MiQ Autumn 2024

The sales team demonstrates an excellent understanding of their own products:	
My overall experience of dealing with this supplier is a good one:	
It's easy to contact the sales team:	
The sales team engenders a real sense of an agency/media owner partnership:	
The sales team are professional in dealing with dispute resolution:	
The quality of responses to brief are high:	
The sales team pro-actively communicate relevant new opportunities:	
The media owner delivers innovative, creative solutions:	
The sales team understand the context I operate in and how best to support me in achieving my objectives:	
The sales team understand my client strategies & objectives:	
I have regular constructive face-to-face or telephone contact with the sales team:	
The media owner successfully communicates direct contact they have with clients:	

% agree strongly/agree



87.5%

85.0%

85.0%

82.5%

73.7%

68.4%

65.8%

65.8%

64.1%

61.5%

57.9%

48.6%

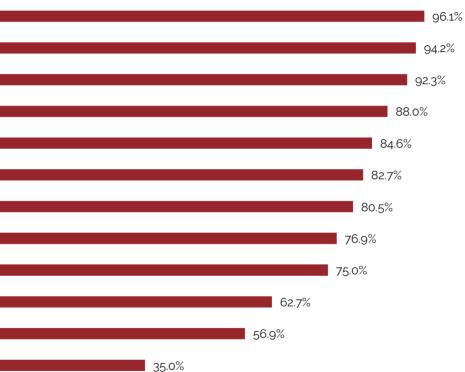
MiQ Autumn 2024 vs Spring 2024

The sales team engenders a real sense of an agency/media owner partnership:		13.5
My overall experience of dealing with this supplier is a good one:		10.6
The media owner successfully communicates direct contact they have with clients:		4.5
The sales team pro-actively communicate relevant new opportunities:		3.0
The sales team demonstrates an excellent understanding of their own products:	-0.9	
The media owner delivers innovative, creative solutions:	-1.7	
The sales team are professional in dealing with dispute resolution:	-1.9	
The quality of responses to brief are high:	-3.0	
It's easy to contact the sales team:	-8.0	
The sales team understand the context I operate in and how best to support me in achieving my objectives:	-9.1	
I have regular constructive face-to-face or telephone contact with the sales team:	-10.4	
The sales team understand my client strategies & objectives:	-12.9	



Mobsta Autumn 2024

	It's easy to contact the sales team:	
т	he sales team demonstrates an excellent understanding of their own	
	products:	
	My overall experience of dealing with this supplier is a good one:	
	The sales team engenders a real sense of an agency/media owner	
	partnership:	
	The sales team understand my client strategies & objectives:	
	The quality of responses to brief are high:	
	The sales team are professional in dealing with dispute resolution:	
	The sales team understand the context I operate in and how best to	
	support me in achieving my objectives:	
	The media owner delivers innovative, creative solutions:	
I	have regular constructive face-to-face or telephone contact with the	
	sales team:	
-		
	he sales team pro-actively communicate relevant new opportunities:	
т	he media owner successfully communicates direct contact they have	
	with clients:	



Mobsta Autumn 2024 vs Spring 2024

The media owner delivers innovative, creative solutions:	14.3
The sales team understand my client strategies & objectives:	12.5
The sales team are professional in dealing with dispute resolution:	12.0
I have regular constructive face-to-face or telephone contact with the sales team:	11.1
The sales team engenders a real sense of an agency/media owner partnership:	11.0
My overall experience of dealing with this supplier is a good one:	7.3
The sales team understand the context I operate in and how best to support me in achieving my objectives:	4.8
The quality of responses to brief are high:	3.4
The sales team pro-actively communicate relevant new opportunities:	1.1
It's easy to contact the sales team:	1.1
The sales team demonstrates an excellent understanding of their own products:	0.9
The media owner successfully communicates direct contact they have with clients:	-10.2



Pinterest Autumn 2024



Pinterest Autumn 2024 vs Spring 2024

	8.7
	1.4
	1.2
	0.9
-1.2	
-2.4	
-6.1	
-7.1	
-9.3	
-10.1	
-14.7	
-16.6	
	-1.2 -2.4 -6.1 -7.1 -9.3 -10.1 -14.7



Quantcast Autumn 2024

The sales team demonstrates an excellent understanding of their own products:	93.5%	
My overall experience of dealing with this supplier is a good one:	81.8%	
It's easy to contact the sales team:	81.8%	
The sales team understand the context I operate in and how best to support me in achieving my objectives:	72.7%	
The sales team are professional in dealing with dispute resolution:	71.4%	
The sales team engenders a real sense of an agency/media owner partnership:	69.7%	
The quality of responses to brief are high:	66.7%	
The sales team understand my client strategies & objectives:	62.5%	
The sales team pro-actively communicate relevant new opportunities:	56.3%	
The media owner delivers innovative, creative solutions:	54.5%	
The media owner successfully communicates direct contact they have with clients:	50.0%	
I have regular constructive face-to-face or telephone contact with the sales team:	48.4%	

Quantcast Autumn 2024 vs Spring 2024

My overall experience of dealing with this supplier is a good one:		7.8
The media owner successfully communicates direct contact they have with clients:		7.5
The sales team demonstrates an excellent understanding of their own products:		5.5
The quality of responses to brief are high:		4.2
The sales team understand the context I operate in and how best to support me in achieving my objectives:		0.7
The sales team pro-actively communicate relevant new opportunities:	-0.9	
The sales team engenders a real sense of an agency/media owner partnership:	-3.8	
I have regular constructive face-to-face or telephone contact with the sales team:	-5.6	
The media owner delivers innovative, creative solutions:	-7.5	
It's easy to contact the sales team:	-10.2	
The sales team are professional in dealing with dispute resolution:	-15.2	
The sales team understand my client strategies & objectives:	-17.5	



Reach PLC Autumn 2024



% agree strongly/agree



84.1%

79.5%

75.0%

69.0%

61.4%

60.5%

57.8%

51.2%

46.3%

43.2%

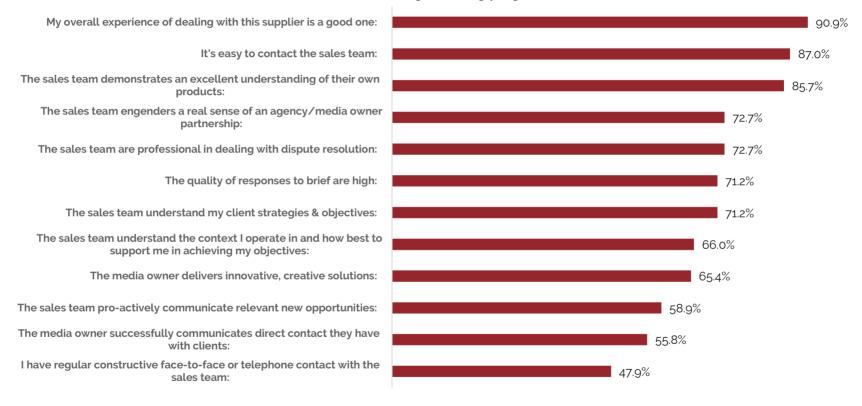
41.5%

Reach PLC Autumn 2024 vs Spring 2024

The sales team engenders a real sense of an agency/media owner partnership:		13.4
The sales team are professional in dealing with dispute resolution:		10.5
My overall experience of dealing with this supplier is a good one:		10.4
The sales team understand the context I operate in and how best to support me in achieving my objectives:		9.4
I have regular constructive face-to-face or telephone contact with the sales team:		7.4
The sales team pro-actively communicate relevant new opportunities:		6.2
The media owner demonstrates a good understanding of how cross-media opportunities can be exploited:		5.4
It's easy to contact the sales team:		4.5
The media owner delivers innovative, creative solutions:		0.9
The sales team demonstrates an excellent understanding of their own products:	0.0	
The quality of responses to brief are high:	-4.2	
The sales team understand my client strategies & objectives:	-8.9	
The media owner successfully communicates direct contact they have with clients:	-9.0	



Reddit Autumn 2024



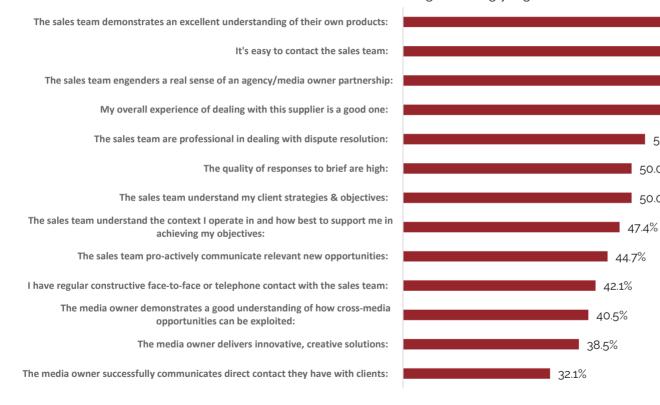
% agree strongly/agree

Reddit Autumn 2024 vs Spring 2024

The sales team understand my client strategies & objectives:		7.3
My overall experience of dealing with this supplier is a good one:		4.9
The media owner successfully communicates direct contact they have with clients:		3.3
The sales team engenders a real sense of an agency/media owner partnership:		1.0
The quality of responses to brief are high:		0.3
It's easy to contact the sales team:	-1.0	
The media owner delivers innovative, creative solutions:	-1.3	
The sales team are professional in dealing with dispute resolution:	-5.1	
The sales team demonstrates an excellent understanding of their own products:	-6.0	
The sales team pro-actively communicate relevant new opportunities:	-7.0	
I have regular constructive face-to-face or telephone contact with the sales team:	-7.9	
The sales team understand the context I operate in and how best to support me in achieving my objectives:	-11.2	
in achieving my objectives:		



Sky Autumn 2024



% agree strongly/agree



73.7%

68.4%

62.2%

59.0%

52.9%

50.0%

50.0%

Sky Autumn 2024 vs Spring 2024

The sales team engenders a real sense of an agency/media owner partnership:		6.0
It's easy to contact the sales team:		5.7
The sales team demonstrates an excellent understanding of their own products:		3.0
The media owner successfully communicates direct contact they have with clients:		0.3
The quality of responses to brief are high:		0.0
The sales team understand the context I operate in and how best to support me in achieving my objectives:	-6.1	
My overall experience of dealing with this supplier is a good one:	-8.3	
The sales team pro-actively communicate relevant new opportunities:	-11.2	
I have regular constructive face-to-face or telephone contact with the sales team:	-11.3	
The sales team are professional in dealing with dispute resolution:	-11.8	
The sales team understand my client strategies & objectives:	-14.4	
The media owner demonstrates a good understanding of how cross-media opportunities can be exploited:	-17.4	
The media owner delivers innovative, creative solutions:	-20.9	



Snap / Snapchat Autumn 2024

The sales team demonstrates an excellent understanding of their own products:	
It's easy to contact the sales team:	
My overall experience of dealing with this supplier is a good one:	
The sales team are professional in dealing with dispute resolution:	
The media owner delivers innovative, creative solutions:	
The quality of responses to brief are high:	
The sales team pro-actively communicate relevant new opportunities:	
The sales team engenders a real sense of an agency/media owner partnership:	
The sales team understand the context I operate in and how best to support me in achieving my objectives:	
The sales team understand my client strategies & objectives:	
I have regular constructive face-to-face or telephone contact with the sales team:	
The media owner successfully communicates direct contact they have with clients:	40.0%
with cuchts.	

% agree strongly/agree

80.3%

76.7%

73.3%

65.4%

63.8%

62.5%

61.7%

61.0%

56.1%

54.2%

51.9%

Snap / Snapchat Autumn 2024 vs Spring 2024

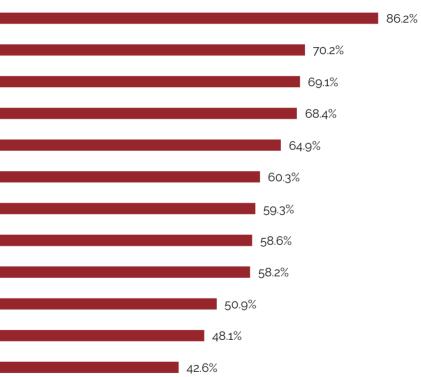
The sales team demonstrates an excellent understanding of their own products:	-1.2
The sales team engenders a real sense of an agency/media owner partnership:	-2.9
I have regular constructive face-to-face or telephone contact with the sales team:	-3.6
My overall experience of dealing with this supplier is a good one:	-3.9
The media owner successfully communicates direct contact they have with clients:	-4.6
The media owner delivers innovative, creative solutions:	-5.4
The sales team are professional in dealing with dispute resolution:	-5.8
It's easy to contact the sales team:	-6.4
The quality of responses to brief are high:	-6.9
The sales team pro-actively communicate relevant new opportunities:	-7.1
The sales team understand my client strategies & objectives:	-12.4
The sales team understand the context I operate in and how best to support me in achieving my objectives:	-12.7



Spotify Autumn 2024

The sales team demonstrates an excellent understanding of their own products:	
It's easy to contact the sales team:	
The sales team are professional in dealing with dispute resolution:	
The sales team understand my client strategies & objectives:	
The sales team pro-actively communicate relevant new opportunities:	
The quality of responses to brief are high:	
The media owner delivers innovative, creative solutions:	
My overall experience of dealing with this supplier is a good one:	
The sales team understand the context I operate in and how best to support me in achieving my objectives:	
The sales team engenders a real sense of an agency/media owner partnership:	
I have regular constructive face-to-face or telephone contact with the sales team:	
The media owner successfully communicates direct contact they have with clients:	

% agree strongly/agree



Spotify Autumn 2024 vs Spring 2024

The sales team are professional in dealing with dispute resolution:		13.8
I have regular constructive face-to-face or telephone contact with the sales team:		10.2
The sales team pro-actively communicate relevant new opportunities:		8.1
The sales team understand my client strategies & objectives:		6.6
The media owner successfully communicates direct contact they have with clients:		5.2
It's easy to contact the sales team:		3.5
The sales team demonstrates an excellent understanding of their own products:		1.8
The media owner delivers innovative, creative solutions:		1.5
The sales team engenders a real sense of an agency/media owner partnership:		0.3
My overall experience of dealing with this supplier is a good one:	-1.4	
The quality of responses to brief are high:	-2.9	
The sales team understand the context I operate in and how best to support me in achieving my objectives:	-6.2	



Teads Autumn 2024

The sales team demonstrates an excellent understanding of their own products:	
It's easy to contact the sales team:	
My overall experience of dealing with this supplier is a good one:	
The sales team understand my client strategies & objectives:	
The media owner delivers innovative, creative solutions:	
The quality of responses to brief are high:	
The sales team engenders a real sense of an agency/media owner partnership:	
The sales team pro-actively communicate relevant new opportunities:	
The sales team are professional in dealing with dispute resolution:	
The sales team understand the context I operate in and how best to support me in achieving my objectives:	
I have regular constructive face-to-face or telephone contact with the sales team:	
The media owner successfully communicates direct contact they have with clients:	50.0%

% agree strongly/agree



90.6%

86.2%

74.2%

72.3%

71.9%

70.8%

69.8%

68.8%

67.8%

67.7%

62.5%

Teads Autumn 2024 vs Spring 2024

The sales team demonstrates an excellent understanding of their own products:		8.2
The sales team pro-actively communicate relevant new opportunities:		4.9
My overall experience of dealing with this supplier is a good one:		4.4
The sales team engenders a real sense of an agency/media owner partnership:		4.1
The sales team understand my client strategies & objectives:		3.4
It's easy to contact the sales team:		1.0
I have regular constructive face-to-face or telephone contact with the sales team:		0.5
The media owner delivers innovative, creative solutions:	-0.7	
The sales team understand the context I operate in and how best to support me in achieving my objectives:	-5.1	
The quality of responses to brief are high:	-5.3	
The sales team are professional in dealing with dispute resolution:	-7.2	
The media owner successfully communicates direct contact they have with clients:	-9.3	



The Sun/Times/Sunday Times (NewsUK) Autumn 2024



% agree strongly/agree



79.5%

79.5%

74.3%

71.8%

59.0%

55.3%

53.8%

53.8%

51.4%

The Sun/Times/Sunday Times (NewsUK) Autumn 2024 vs Spring 2024

% points change

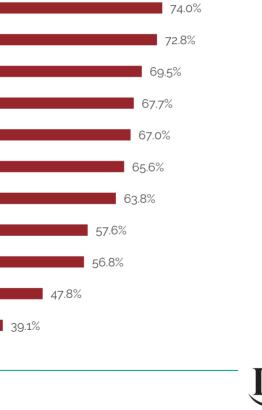
The sales team are professional in dealing with dispute resolution:	26.9
The sales team engenders a real sense of an agency/media owner partnership:	13.8
It's easy to contact the sales team:	8.8
The sales team pro-actively communicate relevant new opportunities:	7.8
The quality of responses to brief are high:	7.7
My overall experience of dealing with this supplier is a good one:	7.5
The sales team demonstrates an excellent understanding of their own products:	6.3
The media owner delivers innovative, creative solutions:	4.6
The sales team understand the context I operate in and how best to support me in achieving my objectives:	2.6
I have regular constructive face-to-face or telephone contact with the sales team:	0.9
The sales team understand my client strategies & objectives:	0.4
The media owner demonstrates a good understanding of how cross-media opportunities can be exploited:	-8.2
The media owner successfully communicates direct contact they have with clients:	-13.3

85 | IPA Digital Media Owners Survey – Autumn 2024

TikTok Autumn 2024

The sales team demonstrates an excellent understanding of their own products:	
It's easy to contact the sales team:	
My overall experience of dealing with this supplier is a good one:	
The media owner delivers innovative, creative solutions:	
The sales team pro-actively communicate relevant new opportunities:	
The quality of responses to brief are high:	
The sales team engenders a real sense of an agency/media owner partnership:	
The sales team understand my client strategies & objectives:	
The sales team are professional in dealing with dispute resolution:	
The sales team understand the context I operate in and how best to support me in achieving my objectives:	
I have regular constructive face-to-face or telephone contact with the sales team:	
The media owner successfully communicates direct contact they have with clients:	39.1

% agree strongly/agree



83.0%

TikTok Autumn 2024 vs Spring 2024

The quality of responses to brief are high:		9.6
The sales team demonstrates an excellent understanding of their own products:		6.7
My overall experience of dealing with this supplier is a good one:		4.2
The sales team engenders a real sense of an agency/media owner partnership:		2.3
The media owner successfully communicates direct contact they have with clients:		1.7
The sales team pro-actively communicate relevant new opportunities:		1.4
The sales team understand the context I operate in and how best to support me in achieving my objectives:	-1.3	
The media owner delivers innovative, creative solutions:	-2.1	
It's easy to contact the sales team:	-2.7	
The sales team are professional in dealing with dispute resolution:	-3.1	
I have regular constructive face-to-face or telephone contact with the sales team:	-3.7	
The sales team understand my client strategies & objectives:	-6.2	



Twitter / X Autumn 2024



% agree strongly/agree



83.3%

72.4%

69.0%

68.8%

Twitter / X Autumn 2024 vs Spring 2024

It's easy to contact the sales team:		17.3
My overall experience of dealing with this supplier is a good one:		14.6
The sales team are professional in dealing with dispute resolution:		10.8
The sales team understand the context I operate in and how best to support me in achieving my objectives:		6.7
The sales team demonstrates an excellent understanding of their own products:		4.6
The sales team pro-actively communicate relevant new opportunities:		0.5
The quality of responses to brief are high:		0.0
The sales team understand my client strategies & objectives:	-0.5	
The sales team engenders a real sense of an agency/media owner partnership:	-2.3	
The media owner delivers innovative, creative solutions:	-8.3	
The media owner successfully communicates direct contact they have with clients:	-10.3	
I have regular constructive face-to-face or telephone contact with the sales team:	-11.7	